



July 27, 2011

Mr. Steve Ferrante
Sale Away LLC
7 Stonehedge Road
Windham, NH 03087

Dear Steve:

As you know, our relationship started on March 21st. From the time that you greeted the first group of Store Managers and Assistants through today...your training program has helped Dunn Tire engage in a significant culture change.

Your ability to associate best practices of World-Class companies with the retail tire business is compelling, motivating, and most importantly easy for our team to apply in their day-to-day job activities.

Our team members from upper management to tire technicians have been enthused and engaged throughout the entire process, and the positive feedback we've received has been unlike any training program we've ever conducted.

Your regular distribution of "tool-kit" content and coaching through the Pinnacle Performance Portal has kept our team engaged and interactive with the training program, and gives our regional and store management a foundation from which to work individually with stores or employees.

We've conducted training programs in the past. But we've never experienced the internal impact that your program has brought to us. Your program has truly "stuck", and become part of how we operate our business. You've help change the way we do things, not only externally to the customer, but internally within the Dunn Tire culture.

I know that our Wholesale team is anxious to participate in your scheduled training next month and our Retail team is looking forward to seeing you again in September.

Steve, we are a different organization today than we were before March 21st and you and your training program are the catalyst for the change.

Thank you for the great contribution you have made to Dunn Tire and our journey to World-Class.

Sincerely,

A handwritten signature in black ink that reads "Patrick J. Logue". The signature is written in a cursive, flowing style.

Patrick J. Logue
Managing Director of Retail Operations